



**CITY OF WILLIAMSBURG**  
MEMORANDUM

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**TO: Planning Commission**

**DATE: August 16, 2004**

**SUBJECT: Comprehensive Plan Update**  
**Major issues for the commercial areas and economic development**

The draft goal and objectives for "Economy" is listed below. Discussion should center around these six objectives.

***II. Economy.***

*Increase employment opportunities, income, business success, and City revenues by supporting and promoting the City's tourism base and other development and redevelopment opportunities.*

- A. Support and expand existing tourism-oriented destinations and related businesses.*
- B. Support business expansion and job opportunities related to the College of William & Mary.*
- C. Encourage other commercial and institutional development in order to expand the City's economic base.*
- D. Identify areas suitable for infill development and redevelopment, and develop strategies to encourage such development and redevelopment.*
- E. Participate in efforts to advance regional tourism and economic development goals both within the Historic Triangle and the greater Hampton Road region.*
- F. Cooperate with the Colonial Williamsburg Foundation and the College of William & Mary to coordinate their land use planning and economic development efforts with the City's Comprehensive Plan.*

**Support and expand existing tourism-oriented destinations and related businesses**

Things that have been accomplished:

- 8.7% of the City operating budget goes to tourism promotion.
- An extra \$250,000 was allocated for tourism promotion in FY04.
- The \$2.00 per night Transient Occupancy Tax has been approved by City Council.
- Marketing funding has been provided by the City, the Colonial Williamsburg Foundation and the Convention and Visitor's Bureau.
- The Colonial Williamsburg Historic Area zoning district has been expanded.

- Visitor Center expansion has been completed, including the bridge across Visitor Center Drive.
- Great Hopes Plantation has been approved.
- The Transportation Center renovation has been completed.
- The Williamsburg Inn renovation has been completed, and plans have been approved for the expansion of the Williamsburg Lodge and Conference Center.
- The College Corner building has been completed and occupied.
- The Prince George Parking Garage, Downtown Parking Management System, and Parking Lot Directional Signage have been completed.
- The Prince George and North Boundary streetscapes are being improved.
- The City is involved in the planning for the Jamestown 2007 Commemoration.
- The Farmer's Market on Merchants Square was started by the City, the Colonial Williamsburg Foundation and the Merchants Square Association.
- Festival Williamsburg is supported by the City with a \$50,000 annual contribution.

Things to be considered:

- Emphasis on Williamsburg as an Arts destination (e.g. Festival Williamsburg, Kimball Theater, Lake Matoaka Amphitheater)
- Geotourism as an additional tourism activity (e.g. City walking tours, bike trails, etc.)

Support business expansion and job opportunities related to the College of William & Mary

Things that have been accomplished:

- The City has been an active participant in the Crossroads Group.
- Economic development areas that promote high technology offices and research and/or light-assembly centers have been designated by the 1998 Comprehensive Plan.
- 2003-04 Sharpe Student survey identified opportunities for student-oriented businesses.
- The City has provided support for the Technology and Business Center through the Industrial Development Authority.

Things to be considered:

- More specifics in the Comprehensive Plan update to promote student-oriented businesses in the vicinity of the College.
- Amendment of the ED District zoning text and ultimate rezoning of the Economic Development property identified for the Colonial Williamsburg Foundation Planning Area in conjunction with the plans being developed by Riverside Health System for that area.

Encourage other commercial and institutional development in order to expand the City's economic base

Things that have been accomplished:

- Agreement has been reached with a new developer for the High Street property.
- \$100,000 is contributed annually to the Chamber of Commerce.
- A low property tax rate of \$0.54 per hundred has been maintained.
- Numerous new businesses have located in Merchants Square: Fat Canary, Chicos, Williams-Sonoma, Blue Talon Bistro, renovated Kimball Theater.
- Various major plans for the Colonial Williamsburg Foundation have been approved (Visitor Center expansion, Williamsburg Inn renovation, Williamsburg Lodge and Conference Center renovation and expansion, College Corner Building)
- Construction of the Prince George Parking Garage and reducing parking requirements in the downtown area to encourage development and redevelopment in the Merchants Square area.

Things to be considered:

- Review permitted uses and special use permit uses in the City's commercial and economic development districts to make sure that our zoning regulations are fulfilling the goals of the Comprehensive Plan.
- Consider emphasizing the Second Street area as an automobile-oriented commercial area by allowing those type of uses by right.
- Allow a greater residential component in the ED District to create true mixed use development opportunities (as illustrated by the latest High Street proposal).
- Consider a new mixed use designation for the area between Brooks Street and the Williamsburg Shopping Center that is now designated B-3 and LBR. This area would be a transitional district between the Richmond Road commercial corridor and the residential uses beginning at Brooks Street, more restrictive than B-3, less restrictive than LBR, and allowing a residential component at an appropriate density.

Identify areas suitable for infill development and redevelopment, and develop strategies to encourage such development and redevelopment

Things that have been accomplished:

- 14 redevelopment areas were identified by the 1998 Comprehensive Plan, and six have been developed or approved for development.
- Various infill developments and redevelopments have been approved, such as Mt. Vernon Motel redevelopment (Springhill Suites, Residence

Inn, Applebee's, Chili's, General Store); Raleigh Economy Inn redevelopment (Hilton Gardens and Red, Hot and Blue); Colonial Motel redevelopment (Holiday Inn Express); Shoney's redevelopment (new Pizza Hut); reconstruction of Taco Bell; relocation of Williamsburg Chrysler-Jeep-Kia; College Corner building; Sentry convenience store redevelopment (WaWa); new stores for Williamsburg Shopping Center (Stein Mart, Tuesday Morning and Marshall's); SunTrust redevelopment (Med Express) and the SuperService redevelopment (Suter's Handcrafted Furniture).

Things to be considered:

- Continuing to recognize infill and redevelopment areas in the 2005 Comprehensive Plan.
- Emphasizing the development of student-oriented businesses adjacent to the College.
- Continuing to refine the City's economic development land use recommendations.

Participate in efforts to advance regional tourism and economic development goals both within the Historic Triangle and the greater Hampton Road region

Things that have been accomplished:

- The City has been an active participant on the Peninsula Alliance for Economic Development Board.
- The City has taken a leadership role in the 2007 Host Committee.
- The City is an active participant in the following: Crossroads Steering Committee, Regional Wayfinding Committee, and the Performing Arts Study.
- The City is a participant in the Regional Issues Committee along with York and James City Counties, and institutional representatives.

Things to be considered:

- Looking for ways to develop new regional partnerships to advance tourism and economic development.

Cooperate with the Colonial Williamsburg Foundation and the College of William & Mary to coordinate their land use planning and economic development efforts with the City's Comprehensive Plan

Things that have been accomplished:

- The City has worked closely with the Colonial Williamsburg Foundation on several major redevelopment projects (Visitor Center, Williamsburg Lodge and Conference Center, Williamsburg Inn, College Corner building)
- The City participates in the Crossroads Study with the College.
- Planning Commission has heard presentations from the Colonial Williamsburg Foundation and the College of William & Mary as part of the Comprehensive Plan update process.

Things to be considered:

- Continue discussions with the Colonial Williamsburg Foundation with particular emphasis on the Colonial Williamsburg Foundation Planning Area and the Center City Planning Area.
- Continue to be an active participant in the Crossroads Study.
- Create a meaningful partnership with the College planning and economic development issues, and particularly with the impact of major College projects on the City's commercial and residential areas.

## **ATTACHMENTS**

- Chapter 11, Economic Development, 1998 Comprehensive Plan
- Williamsburg Development Summary 1975-2003
- 2003-04 City Council Goals for the Biennium with progress report



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